

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST, 1986

EVENING 7:00–11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	AN 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AN 7:00–11:00 PM	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	10.8 6	12.5 13	12.9 23	10.4 4	IFR	10.8 8	13.3 23	11.5 28	11.3 28	11.6 32		11.5 60	9.0 18	11.0 78

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM– 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	6.9 6	9.7 3	4.6 7	6.9 13	5.3 9	3.9 6	4.8 14	7.1 11	6.2 25	3.9 26	6.9 4	5.1 10	5.9 14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 10, 1986

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BILL COSBY SHOW	24.2	20,790	11	60 MINUTES	16.7	14,350
2	FAMILY TIES	22.8	19,590	12	WHO'S THE BOSS?	16.3	14,000
3	CHEERS#	21.6	18,550	13	GOLDEN GIRLS	16.1	13,830
4	NIGHT COURT SPECIAL(S)	21.1	18,120	14	MIAMI VICE	15.8	13,570
5	CHEERS SPECIAL(S)	20.5	17,610	15	CBS SUNDAY NIGHT MOVIE	15.3	13,140
6	NIGHT COURT#	20.4	17,520	15	PERFECT STRANGERS SPECIAL(S)	15.3	13,140
7	MURDER, SHE WROTE	17.7	15,200	15	SYLVAN IN PARADISE(S)	15.3	13,140
8	NEWHART	17.2	14,770	18	CAGNEY & LACEY	14.6	12,540
9	KATE & ALLIE	17.1	14,690	19	YOU AGAIN ?	14.5	12,460
10	GROWING PAINS#	16.9	14,520				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES						
WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
•EVENING														ABC WRLD NEWS TONIGHT-SUN						37	160		84							
A	TEAM				40	192	193	94	97	A	8.5	16	730											A	6.1	15	524			
	TUE.	8.00P	60	NBC A						B	14.7	23	1263							1	SUN.	6.30P	30	ABC N	B	7.1	14	610		
ABC BUSINESS BRIEF-WED						40	187	185	89	88	A	6.9	13	593	AMAZING STORIES						6	207	208	99	98	A	11.4	21	979	
	1 WED.	8.52P	2	ABC N						B	13.6	22	1168	MON.						8.30P	30	NBC GD		B	11.5	21	988			
ABC BUSINESS BRIEF-FRI						41	177	185	86	88	A	8.9	19	765	AMERICAN PORTRAIT						106	199	202	93	97	A	9.4	17	807	
	FRI.	8.42P	1	ABC N						B	12.3	22	1057	1 MTUTH						8.58P	1	CBS DO		B	12.7	20	1091			
ABC MONDAY NIGHT BASEBALL						5	206	207	99	99	A	9.4	17	807	2 TU&TH						8.58P	1								
	1 MON.	8.00P	169	ABC SE						B	9.3	17	799	BENSON							24	200	196	99	96	A	6.4	14	550	
ABC MOVIE SPECIAL(S)							208		98		A	7.0	14	601	SAT.						8.30P	30	ABC CS		B	8.0	15	687		
	1 SUN.	7.00P	120	ABC FF										BILL COSBY SHOW							43	215	212	99	99	A	24.2	48	2079	
ABC NEWS CLOSEUP(S)							205		99		A	9.0	16	773	THU.						8.00P	30	NBC CS		B	31.3	50	2689		
	1 WED.	8.00P	180	ABC DN										CAGNEY & LACEY							33	207	201	99	99	A	14.6	27	1254	
ABC NEWSBRIEF-MON						42	189	184	94	91	A	6.4	13	550	MON.						10.00P	60	CBS OP		B	15.6	26	1340		
	MON.	8.05P	1	ABC N						B	11.8	18	1014	CBS EVENING NEWS-RATHER						214	207	207	99	99	A	10.1	22	868		
ABC NEWSBRIEF-TUE						42	178	173	89	89	A	11.4	20	979	M-F						6.30P	30	CBS N		B	12.4	23	1065		
ABC NEWSBRIEF-WED						42	182	181	90	88	A	7.7	13	661	CBS EVENING NEWS-SUNDAY						31		184		89	A	7.1	17	610	
	1 WED.	9.48P	2	ABC N						B	15.5	24	1331	2 SUN.						6.00P	30	CBS N		B	8.0	17	687			
														CBS EVENING NEWS-SUNDA(B)							10	132		59		A	4.3	10	369	
														1 SUN.						6.48P	12	CBS N								
														CBS FRIDAY NIGHT MOVIES							10	196		95		A	7.3	15	627	

2 WED.	9.57P	2												2 FRI.	9.00P	120	CBS FF							B	9.0	18	773
ABC NEWSBRIEF-THU					42	178	172	89	87	A	6.6	12	567	CBS SAT. NEWS-SCHIEFFER					35	180	180	93	93	A	6.8	17	584
	THU.	9.58P	1	ABC N						B	11.1	17	953	SAT. 6.30P 30 CBS N					8	201	197	98	95	B	8.1	17	696
ABC NEWSBRIEF-FRI					42	179	170	90	86	A	5.0	10	430	CBS SATURDAY NIGHT MOVIE										A	6.9	14	593
	FRI.	9.58P	1	ABC N						B	8.2	14	704	1 SAT. 9.00P 120 CBS FF										B	7.8	16	670
ABC NEWSBRIEF-SAT.					42	179	174	91	89	A	6.9	14	593	2 SAT. 8.30P 150													
	1 SAT.	9.52P	2	ABC N						B	9.4	17	807	CBS SUNDAY NIGHT MOVIE					22	204	204	98	99	A	15.3	27	1314
ABC NEWSBRIEF-SUN.					42	183	186	92	91	A	10.7	19	919	SUN. 9.00P 120 CBS FF					40		202		97	B	17.9	29	1538
	1 SUN.	10.01P	1	ABC N						B	14.1	22	1211	CHEERS 2 THU. 9.00P 30 NBC CS										A	21.6	39	1855
ABC SATURDAY NIGHT MOVIE					8	202	193	99	97	A	8.1	17	696	CHEERS SPECIAL(S)						201		99		B	23.0	36	1976
	1 SAT.	9.00P	120	ABC FF						B	7.9	16	679	1 THU. 9.30P 30 NBC CS										A	20.5	37	1761
ABC SPORTS UPDATE-SAT					40	187	183	93	90	A	5.8	13	498	CITY(S) 1 FRI. 9.00P 60 ABC GD						188		96		A	5.5	11	472
	SAT.	8.58P	1	ABC SN						B	7.5	13	644	CRAZY LIKE A FOX					6	202		97		A	8.1	16	696
ABC SPORTS UPDATE-SUN					42	194	197	94	95	A	8.4	16	722	1 THU. 8.00P 60 CBS PD					1		205		99	B	8.3	16	713
	1 SUN.	8.23P	2	ABC SN						B	12.6	20	1082	DALTON'S-CODE OF VENGEANCE										A	8.3	16	713
ABC SUNDAY NIGHT MOVIE					32	202	206	98	98	A	12.6	23	1082	2 SUN. 8.00P 60 NBC SM										B	8.3	16	713
	1 SUN.	9.00P	140	ABC FF						B	14.9	24	1280	DIFF'RENT STROKES					7	199	191	98	94	A	5.5	13	472
ABC WORLD NEWS TONIGHT					210	207	207	99	99	A	9.2	20	790	SAT. 8.00P 30 ABC CS										B	5.9	14	507
	M-F	6.30P	30	ABC N						B	11.0	21	945	DISNEY SUNDAY MOVIE					22		207		99	A	7.4	16	636
ABC WRLD NEWS TONIGHT-SAT					30	191		96		A	7.4	19	636	2 SUN. 7.00P 60 ABC FF										B	12.1	21	1039
	1 SAT.	6.30P	30	ABC N						B	9.3	18	713	DYNASTY II: COLBYS					30	204	198	99	98	A	5.1	9	438
														THU. 9.00P 60 ABC GD										B	12.5	20	1074

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D														MISTRAL'S DAUGHTER, PT.2(S)														
						206	203	99	99	A	11.9	22	1022								205		98		A	9.7	18	833
										B	11.6	21	996															
FACTS OF LIFE														MISTRAL'S DAUGHTER, PT.3(S)														
						202	200	96	99	A	9.8	23	842								205		98		A	8.9	19	765
										B	10.4	24	893															
FAMILY MARTINEZ(S)														MOONLIGHTING														
						194		96		A	5.1	11	438								208	204	99	99	A	14.0	25	1203
																					B				B	17.5	27	1503
FAMILY TIES														MOTOWN RETURNS TO-APOLLO(S)														
						213	212	99	99	A	22.8	43	1959								202		99		A	10.3	19	885
										B	28.5	45	2448															
GIMME A BREAK														MOVIE OF THE WEEK SAT(S)														
						191	198	97	99	A	14.2	25	1220									192		97	A	10.9	22	936
										B	13.8	26	1185															
GOLDEN GIRLS														MURDER, SHE WROTE														
						204	199	98	97	A	16.1	33	1383								207	205	99	99	A	17.7	34	1520
										B	20.5	36	1761												B	22.2	35	1907
GROWING PAINS														NBC MONDAY NIGHT MOVIES														
						208		99		A	16.9	31	1452								201	196	99	98	A	12.2	22	1048
										B	19.0	30	1632												B	16.9	26	1452
HIGHWAY TO HEAVEN														NBC NEWS DIGEST-M-F														
						196	208	95	99	A	13.0	25	1117								148	148	76	77	A	9.9	19	850
										B	18.0	29	1546												B	9.6	18	825
HILL STREET BLUES														NBC NEWS DIGEST-2-M-F														
						209	206	99	98	A	13.0	24	1117												A	10.0	18	859
										B	15.1	25	1297												B	11.3	18	971
HOTEL														NBC NEWS DIGEST-2-M-F														
							208		99	A	11.0	21	945								158	160	84	83	A	10.0	18	859
																									B	11.3	18	971

[illegible]

EVENING CONT'DBEMINGTON STEELE

[illegible]

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WEEKDAY DAYTIME CONT'D																WEEKEND DAYTIME																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
NEW LOVE AMERICAN STYLE 146																ABC FUN FIT-8:25AM 22																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
M-F 11.30A 30 ABC CS																SAT. 8.25A 4 ABC CN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
NEWSBREAK-11.57 213																ABC FUN FIT-11:55AM 21																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
M-F 11.57A 2 CBS N																SAT. 11.55A 4 ABC CN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
NEWSBREAK-3.44 204																ABC WEEKEND SPECIALS 42																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
1 M & TU 3.43P 1 CBS N																SAT. 12.00N 30 ABC FV																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
1 W & TH 3.45P 1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

M-F 12.00N 30 ABC DD	205	160	160	83	83	B	3.1	11	266	SAT. 9.00A 30 ABC CA					B	4.2	19	361	
SALE OF THE CENTURY						A	4.6	18	395	BUGS BUNNY/LOONEY TUNES-2	22	208	208	99	99	A	4.6	20	395
M-F 10.30A 30 NBC QG						B	4.5	18	387	SAT. 9.30A 30 ABC CA					B	5.1	20	438	
SANTA BARBARA	201	197	196	97	97	A	4.8	15	412	CBS SPORTS SPC. SAT(S)			203		A	3.4	10	292	
1 M-F 3.00P 60 NBC DD						B	4.3	14	369	2 SAT. 5.00P 60 CBS SE									
2 MON. 3.24P 36										CBS SPORTS SUNDAY	12	189	205	95	99	A	7.5	21	644
2 TU-F 3.00P 60										1 SUN. 2.30P 90 CBS SA					B	6.4	17	550	
SCRABBLE	204	199	199	97	97	A	5.6	20	481	2 SUN. 3.00P 193									
M-F 11.30A 30 NBC QG						B	5.4	21	464	CHARLIE BROWN&SNOOPY SHOW	6	175	175	89	89	A	4.1	15	352
SEARCH FOR TOMORROW	205	151	150	77	77	A	2.7	9	232	SAT. 12.30P 30 CBS CA					B	4.3	15	369	
M-F 12.30P 30 NBC DD						B	2.9	10	249	DROIDS: ADVENTURES	20	203	202	95	92	A	3.3	13	283
SUPER PASSWORD	206	151	151	74	74	A	3.8	13	326	SAT. 11.00A 30 ABC CA					B	3.4	13	292	
M-F 12.00N 30 NBC QG						B	3.8	14	326	DUNGEONS AND DRAGONS	40	191	191	95	95	A	4.1	15	352
TODAY SHOW-7.30AM	210	203	203	99	99	A	4.4	25	378	SAT. 11.30A 30 CBS CA					B	4.1	14	352	
M-F 7.30A 30 NBC N						B	5.2	25	447	EWOKS	20	204	203	95	95	A	3.8	15	326
TODAY SHOW-8.30AM	210	203	203	99	99	A	5.1	22	438	SAT. 10.30A 30 ABC CA					B	3.9	15	335	
M-F 8.30A 30 NBC N						B	5.5	23	472	FACE THE NATION	41	151	158	90	90	A	2.3	10	198
\$25,000 PYRAMID	212	183	183	92	92	A	4.6	18	395	SUN. 10.30A 30 CBS CC					B	2.8	9	241	
M-F 10.00A 30 CBS QP						B	4.8	20	412	GUMMI BEARS	44	193	196	98	98	A	2.9	18	249
WHEEL OF FORTUNE	206	210	210	98	98	A	6.9	26	593	SAT. 8.30A 30 NBC CA					B	4.5	22	387	
M-F 11.00A 30 NBC QG						B	7.0	28	601	IN THE NEWS-11.56AM	40	191	191	95	95	A	3.7	14	318
YOUNG AND THE RESTLESS	210	207	207	99	99	A	9.6	32	825	SAT. 11.56A 3 CBS CN					B	3.9	13	335	
M-F 12.30P 60 CBS DD						B	8.4	30	722	IN THE NEWS-12.56PM	36	175	175	89	89	A	4.1	15	352
										SAT. 12.56P 3 CBS CN					B	3.6	12	309	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D														POLE POSITION										A	3.4	12	292
IT'S PUNKY BREWSTER														SAT. 12.00N 30 CBS CA										B	3.3	12	283
JOHN MADDEN SHOW(S)														SAT. 11.00A 30 CBS CA										A	4.2	16	361
2 SUN. 2.00P 60 CBS SC														SAT. 10.00A 60 CBS CA										B	4.9	17	421
KIDD VIDEO														SAT. 10.00A 30 ABC CA										A	4.5	18	387
SAT. 11.30A 30 NBC CA														SMURFS I										B	5.3	19	455
LAFF-A-LYMPICS														SAT. 9.00A 30 NBC CA										A	4.1	21	352
LITTLES														SAT. 9.30A 30 NBC CA										B	5.7	24	490
MEET THE PRESS														SMURFS II										A	5.1	22	438
SUN. 12.30P 30 NBC CC														SAT. 10.00A 30 NBC CA										B	6.8	26	584
MITA LAKE TAHOE TENNIS(S)														SNORKS										A	6.5	27	558
1 SUN. 4.00P 120 ABC SE														SAT. 8.00A 30 NBC CA										B	7.9	29	679
MR. T														SPIDERMAN AND FRIENDS										A	1.8	15	155
SAT. 12.00N 30 NBC CA														SPORTSWORLD										B	3.1	20	266
MUPPET BABIES & MONSTERS														1 SUN. 4.25P 100 NBC SA										A	3.1	11	266
SAT. 9.00A 60 CBS CA														SPORTSWORLD-SP.ED.(S)										B	3.8	13	326
NBC MAJOR LEAGUE PRE GAME														194 98										A	7.9	22	679
																								B	4.8	13	412
																								A	3.6	10	309

1 SAT. 3.00P 12 NBC SC										B	4.6	17	395	
2 SAT. 2.00P 18														
NBC MAJOR LEAGUE BASEBALL	16	199	201	99	99	A	6.6	20	567					
1 SAT. 3.12P 183 NBC SE						B	6.7	22	576					
2 SAT. 2.18P 172														
NBC USA-USSR BOXING(S)			148		84	A	1.8	5	155					
2 SUN. 3.00P 60 NBC SE														
NFL PRE-SEASON FTBL-NBC(S)		206			96	A	12.4	36	1065					
1 SUN. 1.00P 205 NBC SE														
ONE TO GROW ON-8:28AM	44	195	198	97	97	A	2.6	20	223					
SAT. 8.28A 2 NBC CN						B	4.0	24	344					
ONE TO GROW ON-8:58AM	44	193	195	98	97	A	3.5	20	301					
SAT. 8.58A 2 NBC CN						B	4.9	23	421					
ONE TO GROW ON-10:28AM	43	201	202	99	99	A	6.3	25	541					
SAT. 10.28A 2 NBC CN						B	7.5	27	644					
ONE TO GROW ON-11:28AM	43	202	200	99	98	A	5.3	20	455					
SAT. 11.28A 2 NBC CN						B	6.7	23	576					
ONE TO GROW ON-11:58AM	43	184	184	95	95	A	4.2	16	361					
SAT. 11.58A 2 NBC CN						B	5.1	18	438					
PGA CHAMPIONSHIP-SAT(S)			206		99	A	4.7	14	404					
2 SAT. 3.30P 210 ABC SE														
PGA CHAMPIONSHIP-SUN(S)			204		99	A	3.5	9	301					
2 SUN. 3.30P 210 ABC SE														
PINK PANTHER AND SONS	22	201	201	97	97	A	1.8	15	155					
SAT. 3.00A 30 ABC CA						B	2.4	16	206					

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{																											
	ABC TV		{																											
	AVERAGE AUDIENCE (Households (000) & %)		{																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																											
		18,730 21.8			ABC MONDAY NIGHT BASEBALL BOSTON VS CHICAGO WHITE SOX CALIFORNIA VS OAKLAND MULTI-SEGMENT TELECAST(SD)(-OP)																									
		8,070 9.4 17 8.7			8.6* 17 *		8.5		8.6* 16 *		9.0		9.1* 17 *		9.7		9.8* 17 *		10.0		10.9		10.7* 19 *		9.3		8.9* 16 *		3.5	
E E K 1	TOTAL AUDIENCE (Households (000) & %)		{																											
	CBS TV		{																											
	AVERAGE AUDIENCE (Households (000) & %)		{																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																											
		17,870 20.8			SCARECROW & MRS. KING (R)(SD)				KATE & ALLIE (R)				NEWHART (R)(SD)				CAGNEY & LACEY (R)													
		12,540 14.6 27 12.7			13.1* 24 *		16.0		16.2* 29 *		14,860 17.3 30 16.6		17.9		15,810 18.4 31 18.1		18.6		12,890 15.0 27 13.8		14.1* 25 *		14.3		15.9		15.8			
E E K 1	TOTAL AUDIENCE (Households (000) & %)		{																											
	NBC TV		{																											
	AVERAGE AUDIENCE (Households (000) & %)		{																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{																											
		12,280 14.3			VALERIE (R)(SD)				AMAZING STORIES (R)				NBC MONDAY NIGHT MOVIES I'M DANCING AS FAST AS I CAN (SD)																	
		10,650 12.4 23 11.9			12.9		8,590 10.0 18 10.4		9.6		9,280 10.8 19 10.0		10.0*		10.9		11.0* 19 *		11.1		11.6		11.5*		10.9		10.6* 20 *		10.2	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{														
	ABC TV		{														
	AVERAGE AUDIENCE (Households (000) & %)		{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{														
		20,530 23.9		ABC MONDAY NIGHT BASEBALL CHICAGO WHITE SOX VS BOSTON HOUSTON VS LOS ANGELES MULTI-SEGMENT TELECAST(SD)(-OP)													
		8,070		9.4		8.1*		8.7*		8.9*		9.5*		10.4*		10.5*	
		18		17 *		17 *		16 *		17 *		18 *		18 *		19 *	
		8.0		8.1		8.5		9.0		8.9		8.9		9.4		9.6	
		10.3		10.5		10.3		10.8									
TOTAL AUDIENCE (Households (000) & %)		{		15,120 17.6		17,180 20.0		16,240 18.9		16,580 19.3							
CBS TV		{		SCARECROW & MRS. KING (R)(SUS-SD)				KATE & ALLIE (R)		NEWHART (R)(SD)		CAGNEY & LACEY (R)					
AVERAGE AUDIENCE (Households (000) & %)		{		10,570		14,520		13,740		12,110							
SHARE OF AUDIENCE		{		12.3		16.9		16.0		14.1		13.7*		14.6*			
AVG. AUD. BY ¼ HR.		{		24		29		27		26		24 *		27 *			
		{		10.5		16.3		15.8		13.8		13.6		15.0			
TOTAL AUDIENCE (Households (000) & %)		{		13,830 16.1		21,730 25.3											
NBC TV		{		VALERIE (R)(SD)		AMAZING STORIES (R)		NBC MONDAY NIGHT MOVIES THE ELEPHANT MAN (9:00-11:30PM) (SD)(-OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		11,080		11,510											
SHARE OF AUDIENCE		{		12.9		13.4		12.5*		13.2*		13.7*		13.5*			
AVG. AUD. BY ¼ HR.		{		26		24		22 *		22 *		24 *		25 *			
		{		12.4		12.7		12.8		13.0		13.9		13.6			

TV HOUSEHOLDS USING TV	WK. 1	50.7	52.0	52.3	52.2	53.2	54.0	55.1	56.3	56.6	58.5	58.6	58.7	56.9	55.4	54.1	51.7
(See Def. 1)	WK. 2	46.5	47.1	46.2	48.0	49.0	50.8	52.5	54.7	56.8	58.7	58.8	58.9	56.2	56.0	54.5	53.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 29, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,750 19.5		16,580 19.3		16,240 18.9				13,570 15.8			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,260 16.6		14,520 16.9		11,770 13.7	13.3*		14.1*	10,390 12.1	12.0*		12.2*
	SHARE OF AUDIENCE %					31		31		24	24 *		24 *	22	21 *		22 *
	AVG. AUD. BY ¼ HR. %					15.9	17.4	17.3	16.6	13.3	13.2	13.6	14.6	12.1	11.9	12.2	12.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,480 12.2				12,710 14.8				14,600 17.0			
	CBS TV							SIMON & SIMON (R)(SD)		MAGNUM, P.I. (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,470 8.7	8.5*		8.8*	9,530 11.1	11.0*		11.3*	10,570 12.3	12.1*		12.4*
	SHARE OF AUDIENCE %					16	16 *		16 *	19	20 *		20 *	22	21 *		23 *
	AVG. AUD. BY ¼ HR. %					8.5	8.5	8.7	8.9	10.8	11.2	11.4	11.2	12.1	12.1	12.2	12.7
1	TOTAL AUDIENCE (Households (000) & %)					9,790 11.4				12,110 14.1				13,140 15.3			
	NBC TV							A TEAM (R)(SD)		HUNTER (R)				1986			
	AVERAGE AUDIENCE (Households (000) & %)					7,040 8.2	7.9*		8.5*	8,760 10.2	9.7*		10.7*	8,500 9.9	10.3*		9.5*
	SHARE OF AUDIENCE %					15	15 *		15 *	18	17 *		19 *	18	18 *		17 *
	AVG. AUD. BY ¼ HR. %					8.0	7.9	8.3	8.7	9.5	9.9	10.5	10.9	10.1	10.6	9.8	9.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,980 18.6		15,030 17.5		17,610 20.5				13,920 16.2			
	ABC TV					WHO'S THE BOSS? (R)		PERFECT STRANGERS SPECIAL (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,660 15.9		13,140 15.3		12,200 14.2	14.2*		14.2*	10,310 12.0	11.9*		12.2*
	SHARE OF AUDIENCE %					32		29		25	25 *		25 *	23	22 *		23 *
	AVG. AUD. BY ¼ HR. %					15.6	16.3	15.1	15.6	14.4	13.9	14.1	14.3	11.8	12.0	12.2	12.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,190 10.7				11,600 13.5				13,140 15.3			
	CBS TV							SIMON & SIMON (R)(SD)		MAGNUM, P.I. (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)					6,360 7.4	6.8*		7.9*	8,590 10.0	9.7*		10.3*	9,880 11.5	11.0*		12.1*
	SHARE OF AUDIENCE %					14	14 *		15 *	18	17 *		18 *	22	20 *		23 *
	AVG. AUD. BY ¼ HR. %					6.8	6.9	7.6	8.2	9.3	10.0	10.2	10.4	10.9	11.1	12.0	12.2
2	TOTAL AUDIENCE (Households (000) & %)					10,480 12.2				12,890 15.0				13,140 15.3			
	NBC TV							A TEAM (R)(SD)		HUNTER (R)				1986			
	AVERAGE AUDIENCE (Households (000) & %)					7,470 8.7	8.4*		8.9*	9,360 10.9	10.4*		11.4*	8,590 10.0	10.2*		9.7*
	SHARE OF AUDIENCE %					17	17 *		17 *	19	19 *		20 *	19	19 *		19 *
	AVG. AUD. BY ¼ HR. %					8.2	8.6	8.8	9.1	9.8	11.0	11.3	11.5	10.9	9.5	9.7	9.7
TV HOUSEHOLDS USING TV WK. 1		49.7	50.4	51.2	51.9	53.0	53.9	54.6	55.7	55.7	56.5	57.4	58.3	56.4	56.4	55.3	53.4
(See Def. 1) WK. 2		46.1	46.2	46.7	48.8	49.3	50.7	52.0	53.7	54.8	56.5	57.4	57.0	55.0	53.6	53.0	51.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. AUG.5, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,530 29.9											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,730 9.0	8.8*		7.6*		8.3*		9.1*		10.5*		9.6*
	SHARE OF AUDIENCE %					16	17 *		14 *		15 *		16 *		19 *		18 *
	AVG. AUD. BY ¼ HR.					9.1	8.5	7.6	7.5	8.1	8.4	9.0	9.3	10.4	10.6	10.1	9.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,350 20.2											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,650 8.9	8.3*		8.0*		8.1*		8.4*		9.9*		10.8*
	SHARE OF AUDIENCE %					16	16 *		15 *		14 *		14 *		18 *		20 *
	AVG. AUD. BY ¼ HR.					8.1	8.5	8.3	7.8	8.0	8.3	8.1	8.7	9.8	10.1	10.5	11.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,030 17.5				14,000 16.3		13,570 15.8		13,570 15.8			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,170 13.0	11.6*		14.3*		11,850 13.8		11,680 13.6		9,190 10.7	10.8*	10.6*
	SHARE OF AUDIENCE %					24	22 *		26 *		24		23		20	19 *	20 *
	AVG. AUD. BY ¼ HR.					11.0	12.3	14.0	14.6	13.3	14.2	13.4	13.8	11.2	10.4	10.5	10.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,770 13.7		10,650 12.4		13,830 16.1				12,030 14.0			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,710 11.3		9,020 10.5		9,280 10.8				9,450 11.0			
	SHARE OF AUDIENCE %					23		20		19				21			
	AVG. AUD. BY ¼ HR.					11.0	11.5	10.3	10.8	10.5	10.9	11.0	10.9	9.9	10.9	11.2	11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,950 17.4											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,840 6.8	5.5*		5.7*		6.7*		7.1*		7.8*		8.1*
	SHARE OF AUDIENCE %					13	11 *		11 *		12 *		12 *		14 *		16 *
	AVG. AUD. BY ¼ HR.					5.9	5.2	5.5	5.8	6.6	6.7	6.9	7.3	7.9	7.8	7.8	8.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,860 17.3				14,770 17.2		15,120 17.6		14,350 16.7			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,080 12.9	12.0*		13.8*		12,460 14.5		13,230 15.4		10,050 11.7	11.8*	11.5*
	SHARE OF AUDIENCE %					25	24 *		27 *		26		27		22	21 *	22 *
	AVG. AUD. BY ¼ HR.					11.6	12.5	13.5	14.0	14.1	14.9	15.1	15.7	12.5	11.1	11.5	11.5

TV HOUSEHOLDS USING TV WK. 1	48.9	49.8	49.1	50.9	50.9	53.0	54.3	55.5	55.6	57.1	58.0	58.3	56.9	56.0	54.0	51.7
(See Def. 1) WK. 2	47.9	48.8	48.8	49.5	49.6	50.4	51.3	52.6	54.2	56.1	57.2	57.5	55.7	54.3	52.7	51.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 31, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{																
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.1	47.0	47.8	48.8	49.1	51.1	51.8	54.2	54.4	54.7	55.2	56.0	54.9	53.9	52.9	51.8
		WK. 2	46.1	46.2	47.4	49.0	50.5	52.8	52.4	53.6	54.6	55.1	55.0	55.4	55.0	53.7	52.4	50.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. AUG.7, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,390 12.1		9,710 11.3		7,650 8.9				8,760 10.2				
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)				CITY (SD)					LOVE BOAT (R)	
	AVERAGE AUDIENCE (Households (000) & %)					8,760 10.2		8,330 9.7		4,720 5.5	5.6*		5.4*	6,360 7.4	6.8*		7.9*	
	SHARE OF AUDIENCE %					23		21		11	11 *		11 *	15	14 *		16 *	
	AVG. AUD. BY ¼ HR. %					9.7	10.6	9.5	9.9	6.0	5.2	5.5	5.2	6.4	7.3	7.7	8.2	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,090 16.4												
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,650 8.9	6.4*		6.5*		8.9*		10.1*		10.7*		10.6*	
	SHARE OF AUDIENCE %					19	14 *		14 *		18 *		20 *		22 *		22 *	
	AVG. AUD. BY ¼ HR. %					6.5	6.4	6.3	6.8	8.4	9.4	9.9	10.4	10.5	10.9	10.4	10.8	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,080 12.9				17,180 20.0				15,030 17.5				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,160 9.5	9.0*		10.0*	12,460 14.5	13.7*		15.2*	11,510 13.4	13.2*		13.7*	
	SHARE OF AUDIENCE %					21	20 *		22 *	29	28 *		30 *	27	27 *		28 *	
	AVG. AUD. BY ¼ HR. %					8.7	9.2	9.6	10.4	13.3	14.0	15.0	15.4	13.3	13.1	13.7	13.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,170 13.0		10,740 12.5		9,450 11.0				10,570 12.3				
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)				ROWDIES (SD)					LOVE BOAT (R)	
	AVERAGE AUDIENCE (Households (000) & %)					9,020 10.5		9,280 10.8		5,760 6.7	7.0*		6.3*	7,650 8.9	8.5*		9.2*	
	SHARE OF AUDIENCE %					23		22		13	14 *		12 *	18	17 *		19 *	
	AVG. AUD. BY ¼ HR. %					10.0	11.0	10.7	11.0	7.4	6.6	6.5	6.1	8.3	8.8	9.1	9.3	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,480 12.2				11,510 13.4								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					6,870 8.0	8.7*		7.3*	6,270 7.3	5.9*		6.9*		7.8*		8.6*	
	SHARE OF AUDIENCE %					17	19 *		15 *	15	12 *		14 *		16 *		18 *	
	AVG. AUD. BY ¼ HR. %					8.8	8.5	7.6	6.9	5.7	6.1	6.7	7.0	7.8	7.8	8.2	9.1	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,680 13.6				19,240 22.4				14,260 16.6				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,820 9.1	8.4*		9.9*	14,690 17.1	16.0*		18.3*	10,910 12.7	13.0*		12.3*	
	SHARE OF AUDIENCE %					19	18 *		21 *	34	32 *		36 *	26	26 *		25 *	
	AVG. AUD. BY ¼ HR. %					8.4	8.4	9.2	10.6	15.4	16.5	18.2	18.4	13.3	12.6	12.4	12.3	
TV HOUSEHOLDS USING TV		WK. 1	44.2	44.4	43.6	44.3	44.0	45.1	45.8	47.2	48.2	49.7	50.0	50.8	49.5	49.6	48.8	49.1
(See Def. 1)		WK. 2	43.9	43.9	44.3	45.2	45.2	46.3	47.5	49.0	48.9	49.7	50.5	50.5	49.4	49.2	48.5	48.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					6,270 7.3		6,700 7.8		14,860 17.3								
	ABC TV					DIFF'RENT STROKES (R)		BENSON (R)(SD)		ABC SATURDAY NIGHT MOVIE CONFESSIONS OF A MARRIED MAN(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					5,070 5.9		5,580 6.5		8,330 9.7	8.1*		9.3*		10.4*		10.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 5.6	6.2	14 6.3	6.7	20 7.9	17* 8.3		19* 9.4		22* 10.3	10.5	23* 10.8	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					6,010 7.0		5,410 6.3		9,280 10.8								
	CBS TV					MELBA SPECIAL (SD)		FAMILY MARTINEZ		CBS SATURDAY NIGHT MOVIE THE HUNCHBACK OF NOTRE DAME(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					4,900 5.7		4,380 5.1		3,950 4.6	3.7*		3.8*		5.0*		5.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 5.9	5.5	11 5.3	4.8	10 3.8	8* 3.6		8* 4.0		10* 5.1	5.6	13* 6.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					9,280 10.8		10,820 12.6		16,240 18.9		14,950 17.4		15,810 18.4				
	NBC TV					FACTS OF LIFE (R)		227 (R)(SD)		GOLDEN GIRLS (R)		SYLVAN IN PARADISE (SD)		REMINGTON STEELE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,160 9.5		9,110 10.6		14,090 16.4		13,140 15.3		11,600 13.5	13.9*		13.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 9.1	9.9	23 9.9	11.3	34 15.5	17.3	31 15.1	28 15.5	28 13.8	29* 14.0	28* 13.4	28* 12.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					5,150 6.0		6,360 7.4		10,390 12.1								
	ABC TV					DIFF'RENT STROKES (R)		BENSON (R)(SD)		ABC SATURDAY NIGHT MOVIE AMAZONS(R) (9:00-10:54PM) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					4,300 5.0		5,330 6.2		5,500 6.4	5.5*		6.6*		6.6*		7.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 4.9	5.0	14 6.1	6.4	13 5.3	11* 5.6		13* 6.7		14* 6.9	7.1	15* 7.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					5,670 6.6		15,810 18.4										
	CBS TV					MELBA SPL. (SD)				CBS SATURDAY NIGHT MOVIE MOMMIE DEAREST(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					4,720 5.5		7,470 8.7	6.6*		7.4*		8.8*		9.8*		10.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 5.5	5.4	18 6.3	15* 6.8		15* 7.4		18* 8.9		20* 9.4	10.2	22* 10.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,390 12.1		11,420 13.3		15,980 18.6		16,660 19.4						
	NBC TV					FACTS OF LIFE (R)		227 (R)(SD)		GOLDEN GIRLS (R)		MOVIE OF THE WEEK SAT GUS BROWN & MIDNIGHT BREWSTER(R)						
	AVERAGE AUDIENCE (Households (000) & %)					8,590 10.0		9,620 11.2		13,570 15.8		9,360 10.9		11,550 11.5*	10.5*		10.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 9.5	10.6	25 10.5	11.8	32 14.9	16.7	22 12.0	23* 11.0	22* 10.6	22* 10.5	22* 10.5	22* 10.9	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.9	42.5	42.3	43.1	43.7	44.4	45.4	46.2	47.9	49.5	49.1	49.3	48.4	48.3	47.3	46.8
		WK. 2	40.7	42.5	42.9	42.9	42.5	43.2	44.5	46.2	48.3	50.3	49.8	49.0	48.6	48.4	48.3	47.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. SAT. AUG. 9, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			1,800 2.1													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			1,720 2.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			5 2.0													
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
1	TOTAL AUDIENCE (Households (000) & %)			11,250 13.1													
	NBC TV			SATURDAY NIGHT (11:30-12:53AM) (SUSTAINING 12:53-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			6,100 7.1	8.2*			6.9*		5.9*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			23 8.4	23* 7.9			22* 6.4		23* 6.1							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,230 2.6													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			2,060 2.4													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			7 2.4													
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
2	TOTAL AUDIENCE (Households (000) & %)			9,710 11.3													
	NBC TV			SATURDAY NIGHT (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			5,260 6.1	6.5*			6.1*		5.5*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			21 6.8	19* 6.1			22* 6.1		22* 5.5							
TV HOUSEHOLDS USING TV		WK. 1	44.6	42.0	37.2	35.4	31.7	29.7	26.9	24.5	21.3	19.1	16.4	14.3	12.4	11.3	10.0
(See Def. 1)		WK. 2	45.1	41.4	35.1	32.0	29.0	27.0	25.0	23.0	19.8	17.5	14.4	12.5	11.2	10.0	8.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,630 14.7								19,930 23.2							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,010 7.0								11,170 13.0							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14 6.7	6.2* 5.8		6.3* 6.3		7.5* 7.5		7.9* 8.1	11.8* 11.7		12.5* 12.6		12.9* 12.6		13.3* 13.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,590 22.8				19,070 22.2				19,670 22.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,430 16.8	15.8*		17.7*	14,860 17.3	16.8*		17.7*	12,710 14.8	13.3*		13.8*		15.5*		16.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	36 14.8	35* 16.7		37* 17.8	33 16.9	33* 16.8		33* 17.8	27 13.0	24* 13.6		24* 14.1		27* 15.9		30* 16.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.2		5,930 6.9		20,790 24.2											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,580 6.5		5,150 6.0		8,850 10.3	8.3*		10.5*		11.2*		11.1*		10.1*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14 6.3		13 5.8		19 7.6	16* 9.0		20* 10.7		20* 11.2		20* 11.1		18* 10.1		19* 10.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,930 10.4				21,730 25.3											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,360 7.4	7.0*		7.8*	10,480 12.2	10.6*		12.2*		13.4*		12.1*		12.5*		12.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	16 6.8	16* 7.2		16* 8.0	22 9.9	21* 11.4		23* 12.0		24* 13.8		21* 12.2		22* 12.7		23* 12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,330 22.5				19,590 22.8				21,990 25.6							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,170 16.5	15.9*		17.2*	15,460 18.0	17.7*		18.3*	13,490 15.7	16.7*		16.3*		15.0*		14.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	36 15.6	36* 16.2		36* 17.8	35 17.8	35* 17.7		34* 18.1	28 16.7	30* 16.6		28* 16.0		26* 15.1		28* 14.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.2		7,220 8.4		9,360 10.9				18,470 21.5							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,580 6.5		6,360 7.4		7,130 8.3	7.9*		8.6*	10,820 12.6	10.5*		12.0*		13.6*		14.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 5.9		16 7.1		16 7.6	16* 8.2		16* 8.7	23 9.8	19* 11.2		21* 11.7		24* 12.4		27* 14.3
TV HOUSEHOLDS USING TV WK. 1		45.3	45.9	47.0	48.0	49.4	51.5	52.8	54.2	54.0	55.8	56.3	57.1	56.9	56.5	54.9	54.1
(See Def. 1) WK. 2		43.5	45.7	47.2	48.3	49.8	51.4	52.5	53.8	55.4	56.7	57.4	57.8	57.4	56.2	54.4	52.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.3, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

ABC SUNDAY
NIGHT MOVIE
ABSENCE OF MALICE(R)
(9:00-11:20PM)

2,580

3.0

ABC
WEEKEND
REPORT-
SUN.

2,490

2.9

11

2.9

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

CBS
SUNDAY
NEWS-
080000

3,260

3.8

8

3.8

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,720
2.0

G MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

1,630

1.9

6

1.9

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,490
2.9

ABC
WEEKEND
REPORT-
SUN.

2,410

2.8

13

2.8

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,040
4.7

CBS
SUNDAY
NEWS-
080000

3,950

4.6

10

4.6

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,890
2.2

G MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

1,720

2.0

7

2.0

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	50.9	45.9	36.3	31.6	26.0	23.1	20.2	17.9	15.5	14.2	12.4	11.4	10.2	8.8	8.0	7.5
(See Def. 1)	WK. 2	44.9	40.4	33.7	30.5	26.9	23.9	19.5	17.2	14.4	12.6	10.9	9.8	8.7	7.9	6.9	6.0	6.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. AUG.10, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,720 5.5				4,550 5.3									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)			3,440 4.0				3,690 4.3									
	SHARE OF AUDIENCE %			23				19									
	AVG. AUD. BY ¼ HR. %			4.1	4.0			4.2	4.3								
E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,490 2.9				3,350 3.9						4,720 5.5		4,470 5.2	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)			2,060 2.4				2,580 3.0						3,870 4.5		3,780 4.4	
	SHARE OF AUDIENCE %			14				13						17		16	
	AVG. AUD. BY ¼ HR. %			2.4	2.3			3.0	3.1					4.2	4.7	4.4	4.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,150 6.0				5,330 6.2						5,930 6.9		4,810 5.6	
	NBC TV			TODAY SHOW-7:30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8:30AM (CO-OP)	(PARTICIPATING)					FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,950 4.6				4,470 5.2						4,980 5.8		4,120 4.8	
	SHARE OF AUDIENCE %			26				23						22		18	
	AVG. AUD. BY ¼ HR. %			4.5	4.7			5.2	5.2					5.5	6.2	4.7	4.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,470 5.2				4,470 5.2									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)			3,520 4.1				3,520 4.1									
	SHARE OF AUDIENCE %			24				18									
	AVG. AUD. BY ¼ HR. %			4.1	4.1			4.2	4.0								
E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,750 3.2				3,180 3.7						4,810 5.6		4,550 5.3	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)			2,150 2.5				2,490 2.9						4,120 4.8		3,870 4.5	
	SHARE OF AUDIENCE %			15				13						19		18	
	AVG. AUD. BY ¼ HR. %			2.5	2.6			2.8	3.0					4.5	5.0	4.3	4.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,720 5.5				4,980 5.8						5,500 6.4		4,550 5.3	
	NBC TV			TODAY SHOW-7:30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8:30AM (CO-OP)	(PARTICIPATING)					FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,690 4.3				4,210 4.9						4,550 5.3		3,780 4.4	
	SHARE OF AUDIENCE %			25				21						21		18	
	AVG. AUD. BY ¼ HR. %			4.2	4.3			4.8	5.0					5.1	5.5	4.3	4.4
TV HOUSEHOLDS USING TV WK. 1		10.9	13.0	14.5	15.9	17.6	19.5	21.0	22.1	23.0	24.6	25.4	26.0	26.2	27.2	26.6	27.2
(See Def. 1) WK. 2		9.9	12.2	13.9	15.4	17.1	18.8	19.9	20.9	22.2	23.4	23.9	24.7	24.5	25.1	24.7	25.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 28-AUG.1, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,920 3.4		3,010 3.5		3,350 3.9		3,950 4.6		8,680 10.1			8,760 10.2				
	ABC TV		LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 2.8		2,410 2.8		2,750 3.2		3,350 3.9		6,530 7.6	7.1*		6,870 8.0		7.8*	8.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.8		10 2.8		11 3.2	3.3	13 3.8	4.1	23 6.7	22* 7.5	25* 8.2	25 7.7	24* 7.8		8.1	8.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,390 8.6		8,760 10.2				11,000 12.8				8,420 9.8			5,670 6.6		
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,180 7.2		7,650 8.9				8,500 9.9	9.7*		10.0*	8.0	7.9*		8.1*	4,980 5.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.8	7.6	31 8.6	9.2			33 9.5	33* 9.9		33* 10.0	24 7.9	24* 7.9		25* 8.0	19 5.8	5.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,470 8.7		5,930 6.9		4,040 4.7		2,660 3.1		9,020 10.5			6,700 7.8				
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{	6,270 7.3		5,070 5.9		3,520 4.1		2,410 2.8		7,220 8.4	8.0*		5,240 6.1		6.0*	6.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 7.3	7.4	21 5.8	5.9	14 4.0	4.1	9 2.8	2.7	26 7.7	25* 8.3	26* 8.8	19 6.0	19* 6.0		6.2	6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,490 2.9		2,920 3.4		3,260 3.8		4,300 5.0		8,760 10.2			8,930 10.4				
	ABC TV		LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,150 2.5		2,490 2.9		2,750 3.2		3,780 4.4		6,700 7.8	7.4*		6,960 8.1		7.9*	8.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.5	2.5	11 2.9	3.0	11 3.1	3.4	15 4.2	4.5	24 7.2	23* 7.8	25* 8.2	26 7.9	25* 7.9		8.1	8.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,700 7.8		8,420 9.8				10,480 12.2				8,250 9.6			5,240 6.1		
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6		7,220 8.4				8,070 9.4	9.3*		9.4*	7.6	7.7*		7.4*	4,640 5.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.2	6.9	31 8.2	8.6			32 9.2	33* 9.4		32* 9.5	24 7.7	24* 7.7		23* 7.3	18 5.5	5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,700 7.8		5,350 6.2		3,610 4.2		2,660 3.1		8,420 9.8			6,610 7.7				
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.5		4,550 5.3		3,090 3.6		2,150 2.5		6,610 7.7	7.3*		4,980 5.8		6.0*	5.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 6.3	6.7	20 5.2	5.3	13 3.6	3.6	9 2.5	2.6	24 7.0	23* 7.6	25* 8.1	19 6.1	19* 5.9		5.7	5.5
TV HOUSEHOLDS USING TV		WK. 1	27.6	28.1	28.5	29.1	30.3	31.3	31.1	31.3	31.5	32.1	32.4	32.6	31.9	32.5	31.5	31.4
(See Def. 1)		WK. 2	25.4	26.3	27.1	27.8	29.0	29.9	29.5	29.7	30.7	31.5	31.7	31.9	31.4	31.6	30.5	30.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.4-8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 28-AUG. 1, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,880 11.5															9,360 10.9
	ABC TV	GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8															7,900 9.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	28 8.8	8.7* 27 *			8.8* 28 *											20 9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,300 8.5				2,230 2.6											10,140 11.6
	CBS TV	GUIDING LIGHT (SUS-SD) (50) PRESS YOUR LUCK															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,930 6.9	6.9*			1,800 2.1											8,850 10.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 6.8	22 * 6.9			22 * 6.8		7 2.1		2.2							22 10.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,670 6.6															10,050 11.7
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,300 5.0	5.0*			5.0*											8,680 10.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	16 5.1	16 * 4.9			16 * 5.1											22 10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,530 11.1															9,110 10.6
	ABC TV	GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8	8.7*			8.8*											7,820 9.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	28 8.8	28 * 8.8			28 * 8.8											20 9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.2				2,060 2.4											9,710 11.3
	CBS TV	GUIDING LIGHT (SUS-SD) (50) PRESS YOUR LUCK															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 6.7	6.6*			1,720 2.0											8,420 9.8
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 6.5	21 * 6.7			21 * 6.6		6 2.0		2.1							21 9.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,070 5.9															9,450 11.0
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,950 4.6	4.7*			4.6*											8,070 9.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 4.7	15 * 4.4			14 * 4.7											21 9.4
TV HOUSEHOLDS USING TV WK. 1		31.5	31.9	31.7	32.2	31.6	33.1	33.8	35.4	36.5	38.4	39.7	41.9	44.0	45.4	46.5	47.5
(See Def. 1) WK. 2		30.6	31.5	31.8	32.4	31.1	32.2	33.3	35.1	35.9	37.3	38.9	41.0	43.0	44.5	45.4	46.1

U.S. TV Households: #5,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 4-8, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					1,890 2.2		2,490 2.9		3,690 4.3		4,040 4.7		3,350 3.9		3,090 3.6		
	ABC TV					PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/LOONEY TUNES-1		BUGS BUNNY/LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS		
	AVERAGE AUDIENCE (Households (000) & %)					1,550 1.8		2,150 2.5		2,750 3.2		3,350 3.9		2,830 3.3		2,580 3.0		
	SHARE OF AUDIENCE %					15		15		16		17		13		12		
WEEK 1	AVG. AUD. BY ¼ HR. %					1.7	1.8	2.3	2.7	2.9	3.5	3.8	4.0	3.2	3.3	2.8	3.2	
	TOTAL AUDIENCE (Households (000) & %)					2,830 3.3		3,520 4.1		5,930 6.9				5,580 6.5				
	CBS TV					WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING				
	AVERAGE AUDIENCE (Households (000) & %)					2,230 2.6		2,750 3.2		4,120 4.8	4.6*		5.0*	3,690 4.3	4.1*		4.5*	
WEEK 1	SHARE OF AUDIENCE %					21		20		22	23 *		22 *	17	17 *		17 *	
	AVG. AUD. BY ¼ HR. %					2.2	3.0	2.7	3.6	4.5	4.8	5.0	5.1	4.2	4.0	4.7	4.2	
	TOTAL AUDIENCE (Households (000) & %)					2,230 2.6		3,260 3.8		4,550 5.3		5,330 6.2		6,870 8.0		6,010 7.0		
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER		
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)					1,890 2.2		2,490 2.9		3,870 4.5		4,720 5.5		5,670 6.6		5,330 6.2		
	SHARE OF AUDIENCE %					18		18		22		24		27		24		
	AVG. AUD. BY ¼ HR. %					2.0	2.4	2.7	3.2	4.1	4.8	5.3	5.7	6.7	6.5	6.1	6.3	
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)					1,890 2.2		2,580 3.0		4,550 5.3		5,330 6.2		4,810 5.6		4,900 5.7	
ABC TV						PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/LOONEY TUNES-1		BUGS BUNNY/LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS		
AVERAGE AUDIENCE (Households (000) & %)						1,460 1.7		2,060 2.4		3,690 4.3		4,550 5.3		3,870 4.5		3,950 4.6		
SHARE OF AUDIENCE %						14		15		23		24		19		19		
WEEK 2	AVG. AUD. BY ¼ HR. %					1.5	2.0	2.0	2.8	3.7	5.0	5.5	5.1	4.5	4.6	4.6	4.6	
	TOTAL AUDIENCE (Households (000) & %)					1,980 2.3		2,230 2.6		5,240 6.1				5,760 6.7				
	CBS TV					WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING				
	AVERAGE AUDIENCE (Households (000) & %)					1,630 1.9		1,800 2.1		3,520 4.1	3.6*		4.7*	3,950 4.6	4.3*		4.9*	
WEEK 2	SHARE OF AUDIENCE %					16		13		20	19 *		21 *	19	18 *		20 *	
	AVG. AUD. BY ¼ HR. %					1.8	2.1	1.9	2.3	3.3	3.8	4.6	4.9	4.1	4.5	5.0	4.9	
	TOTAL AUDIENCE (Households (000) & %)					1,630 1.9		3,090 3.6		3,690 4.3		4,900 5.7		6,610 7.7		5,070 5.9		
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER		
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)					1,200 1.4		2,490 2.9		3,090 3.6		4,040 4.7		5,410 6.3		4,470 5.2		
	SHARE OF AUDIENCE %					12		18		19		21		26		21		
	AVG. AUD. BY ¼ HR. %					1.2	1.7	2.6	3.2	3.3	3.9	4.4	5.0	6.2	6.3	5.2	5.1	
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	6.9	8.2	9.2	10.7	12.9	14.8	16.7	18.7	20.2	21.6	22.6	24.1	24.7	25.5	26.3
		WK. 2	6.6	7.3	8.8	10.6	12.3	14.5	16.6	18.4	19.7	21.2	22.8	23.2	23.7	24.8	24.8	25.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,180 3.7		{ 3,520 4.1		{ 4,380 5.1		{ 4,040 4.7								{ 14,520 16.9	
	ABC TV	DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR CANE, PT. 1		AMERICAN BANDSTAND								ABC WIDE WORLD- SPORTS SAT (2:30-5:39PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,580 3.0		{ 2,920 3.4		{ 3,690 4.3		{ 2,150 2.5		{ 2.6* 9 *		{ 2.4* 8 *				{ 5,240 6.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 11 3.0		{ 12 3.3		{ 15 3.9		{ 9 2.3		{ 9 *		{ 8 *				{ 19 5.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,380 5.1		{ 3,870 4.5		{ 3,010 3.5		{ 4,040 4.7									
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		CHARLIE BROWN & SNOOPY SHOW (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,520 4.1		{ 3,180 3.7		{ 2,660 3.1		{ 3,440 4.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 4.0		{ 13 3.6		{ 11 3.0		{ 14 3.6		{ 4.3							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,240 6.1		{ 4,470 5.2		{ 4,640 5.4		{ 3,610 4.2									
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,550 5.3		{ 3,870 4.5		{ 3,690 4.3		{ 3,090 3.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 20 5.5		{ 16 4.7		{ 15 4.2		{ 13 3.6		{ 3.6							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 3,440 4.0		{ 3,440 4.0		{ 3,690 4.3		{ 3,780 4.4						{ 6,870 8.0			
	ABC TV	DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR CANE, PT. 2		AMERICAN BANDSTAND						ABC WIDE WORLD-SPORTS SPEC (2:00-3:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,090 3.6		{ 2,920 3.4		{ 3,010 3.5		{ 2,230 2.6		{ 2.4* 9 *		{ 2.9* 11 *		{ 3,090 3.6		{ 3.3* 11 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 14 3.8		{ 13 3.3		{ 13 3.5		{ 10 2.4		{ 9 *		{ 11 *		{ 12 3.2		{ 12* 3.3	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 4,470 5.2		{ 4,380 5.1		{ 3,690 4.3		{ 4,300 5.0									
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		CHARLIE BROWN & SNOOPY SHOW (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,610 4.2		{ 3,780 4.4		{ 3,090 3.6		{ 3,520 4.1									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 16 4.0		{ 17 4.4		{ 14 3.6		{ 15 4.0		{ 4.3							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 6.8		{ 4,300 5.0		{ 3,090 3.6		{ 2,410 2.8						{ 4,720 5.5		{ 14,350 16.7	
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS						(1) (-OP)		(2) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.6		{ 3,350 3.9		{ 2,490 2.9		{ 2,150 2.5						{ 4,040 4.7		{ 6,010 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 21 5.7		{ 15 3.9		{ 11 2.8		{ 9 2.6		{ 2.4				{ 17 4.6		{ 23 5.3	
TV HOUSEHOLDS USING TV WK. 1		26.6	27.4	27.6	27.9	27.8	28.3	28.0	28.3	27.7	28.2	28.2	28.9	29.7	29.7	30.3	30.9
(See Def. 1) WK. 2		26.6	27.0	26.0	25.9	25.7	26.5	27.4	27.6	27.2	27.1	27.4	28.1	27.8	28.5	29.4	29.9

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

A-29 (2) NBC MAJOR LEAGUE BASEBALL, NBC, KANSAS CITY VS NY YANKEES, LA VS CINCINNATI, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																7,560 8.8			
	ABC TV		ABC WIDE WORLD-SPORTS SAT (2:30-5:39PM)															ABC WRLD NEWS TONIGHT-SAT			
	AVERAGE AUDIENCE (Households (000) & %)	{		6.3*		6.1*		5.8*		6.0*		6.4*	6.4*					6,360			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	6.4	21 *	6.1	19 *	5.6	17 *	6.0	17 *	6.4	18 *	18 *					7.4 19 7.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							6,870 8.0									7,220 8.4			
	CBS TV								WESTERN OPEN GOLF-SAT										CBS SAT. NEWS- SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)	{							3,780 4.4	4.1*		4.5*		4.7*				5,840			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%							12 4.0	12 *	4.6	12 *		13 *				6.8 17 6.4 7.2			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	13,490 15.7 (1) (-OP)															5,330 6.2			
	NBC TV								NBC MAJOR LEAGUE BASEBALL ATLANTA VS SAN FRANCISCO CHICAGO CUBS VS PHILADELPHIA MULTI-SEGMENT TELECAST(OP)										NBC NIGHTLY NEWS SAT.		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.3	4.9*		5.6*		6.2*		6.1*		6.6*		7.3*		7.3*		4,210			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	18 4.7	16 *	5.5	18 *	5.6	18 *	6.2	18 *	6.0	19 *	20 *	7.5	19 *	13 5.1	4.7	5.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			10,820 12.6																
	ABC TV		ABC WIDE WRLD- SPORTS SPEC (2:00-3:30PM)															PGA CHAMPIONSHIP-SAT			
	AVERAGE AUDIENCE (Households (000) & %)	{		3.6*	4,040 4.7	3.6*		3.8*		4.1*		4.4*		5.3*		5.7*		5.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	3.6	11 *	14	12 *	3.7	12 *	4.0	13 *	4.2	13 *	16 *	5.7	16 *	5.8	5.7	6.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									5,670 6.6							7,470 8.7			
	CBS TV										CBS SPORTS SPEC. SAT IROC AUTO RACE										CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{									2,920 3.4	3.4*		3.5*				5,840			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%									10 3.5	10 *	3.5	10 *	3.5			6.8 17 6.7 7.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																7,990 9.3			
	NBC TV								NBC MAJOR LEAGUE BASEBALL KANSAS CITY VS NEW YORK YANKEES LOS ANGELES VS CINCINNATI MULTI-SEGMENT TELECAST										NBC NIGHTLY NEWS SAT.		
	AVERAGE AUDIENCE (Households (000) & %)	{		7.2*		7.6*		7.0*		7.2*		6.3*						6,790			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	6.9	24 *	7.7	25 *	7.2	23 *	6.9	22 *	7.4	19 *						7.9 20 7.8 8.0			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	31.4	32.6	33.0	33.4	34.3	35.2	34.7	35.0	35.9	36.1	36.8	37.7	38.9	39.4	39.6	40.4			
		WK. 2	29.9	31.0	30.8	30.9	31.1	31.5	32.0	33.2	34.3	34.4	35.1	36.2	38.3	39.4	40.2	41.0			

U.S. TV Households: 85,900,000

1) NBC MAJOR LEAGUE PRE-GAME, NBC, (3:00-3:12PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

6,180

7.2

SUNDAY MORNING

2,320

2.7

FACE THE NATION

3,090

3.6

2.9*

3.9*

1,890

17

16 *

18 *

4.0*

2.2

2.7

3.1

3.8

4.0

4.0

4.0

2.2

2.2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

5,930

6.9

SUNDAY MORNING

2,660

3.1

FACE THE NATION

3,180

3.7

3.2*

4.0*

1,980

20

20 *

21 *

3.8*

2.3

2.9

3.5

3.9

4.0

3.9

3.7

2.3

2.2

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

6.3

6.7

7.8

8.8

10.5

12.5

14.6

16.8

19.2

21.1

21.7

23.5

24.3

25.4

25.5

25.2

5.5

6.2

7.0

8.3

10.2

12.1

13.6

14.7

16.4

18.1

19.0

20.2

21.2

22.4

22.9

23.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,900 5.7													
	ABC TV			← THIS WEEK-DAVID BRINKLEY →													
	AVERAGE AUDIENCE (Households (000) & %)			3,180 3.7													
	SHARE OF AUDIENCE %			13	3.8*			3.6*									
	AVG. AUD. BY ¼ HR. %			3.6	3.9		3.6	3.6									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)															5,670 6.6	
	CBS TV															(1)	
	AVERAGE AUDIENCE (Households (000) & %)															2,660 3.1	2.7*
	SHARE OF AUDIENCE %															9	8 *
	AVG. AUD. BY ¼ HR. %															2.9	2.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					4,120 4.8				21,300 24.8							
	NBC TV					MEET THE PRESS				NFL PRE-SEASON FTBL-NBC CHICAGO BEARS VS DALLAS (1:00-4:25PM)							
	AVERAGE AUDIENCE (Households (000) & %)					3,010 3.5				10,650 12.4						12.6*	12.5*
	SHARE OF AUDIENCE %					13				36	9.5*		12.2*		38 *		36 *
	AVG. AUD. BY ¼ HR. %					3.0	3.9		8.4	10.5	12.1	12.3	12.3	12.9	12.5	12.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,550 5.3													
	ABC TV			← THIS WEEK-DAVID BRINKLEY →													
	AVERAGE AUDIENCE (Households (000) & %)			2,830 3.3													
	SHARE OF AUDIENCE %			12	3.1*			3.6*									
	AVG. AUD. BY ¼ HR. %			2.8	3.3		3.6	3.7									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)															7,390 8.6	
	CBS TV															← JOHN MADDEN SHOW →	
	AVERAGE AUDIENCE (Households (000) & %)															4,300 5.0	5.0*
	SHARE OF AUDIENCE %															15	15 *
	AVG. AUD. BY ¼ HR. %															4.9	4.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,580 3.0											
	NBC TV					MEET THE PRESS											
	AVERAGE AUDIENCE (Households (000) & %)					2,060 2.4											
	SHARE OF AUDIENCE %					9											
	AVG. AUD. BY ¼ HR. %					2.3	2.4										
TV HOUSEHOLDS USING TV WK. 1		26.5	27.7	27.9	28.0	27.6	27.9	28.1	29.2	31.3	32.1	33.3	33.8	33.8	34.1	35.2	36.1
(See Def. 1) WK. 2		24.3	25.0	25.5	27.4	27.9	29.5	29.8	30.5	31.0	31.5	32.2	32.6	33.2	33.5	33.4	34.0

U.S. TV Households: 85,900,000

(1) CBS SPORTS SUNDAY, AMERICAN CUP GYMNASTICS, CBS, (2:30-4:00PM)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 3, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					5,330 6.2											6,360 7.4
	ABC TV																ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)					1,630 1.9	2.0*		1.6*		1.7*		2.3*			5,240 6.1	
	SHARE OF AUDIENCE %					5	5 *		4 *		5 *		6 *			15	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,650 12.4											3,610 4.2
	CBS TV																(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)					4,640											3,690 4.3
	SHARE OF AUDIENCE %					14	9 *		12 *		15 *		16 *			10	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					12,280 14.3											7,390 8.6
	NBC TV																NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)					6,790											6,010 7.0
	SHARE OF AUDIENCE %					22			26 *		20 *		19 *			16	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					12,460 14.5											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					3,010											
	SHARE OF AUDIENCE %					9			9 *		8 *		10 *			9 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					19,410 22.6											8,680 10.1
	CBS TV																CBS EVENING NEWS-SUNDAY (OP)
	AVERAGE AUDIENCE (Households (000) & %)					8,250											6,100 7.1
	SHARE OF AUDIENCE %					27			25 *		30 *		29 *			17	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					2,660 3.1											8,420 9.8
	NBC TV																NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)					1,550											7,040 8.2
	SHARE OF AUDIENCE %					5			10		13 *		9 *			19	
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		36.3	37.3	37.6	38.0	38.1	37.6	36.9	37.5	38.0	38.1	38.0	39.1	40.8	42.0	43.3	43.9
WK. 2		34.0	33.8	34.0	34.9	35.8	36.2	36.5	37.0	37.6	38.1	38.8	40.3	40.4	42.0	42.5	42.4

U.S. TV Households: 85,900,000

(1) CBS EVENING NEWS-SUNDAY (6:48-7:00PM)

For explanation of symbols, See page A.

DAY SUN. AUG. 10, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-10.49PM	→GRID	18,730	21.8	8,070	9.4	17			20,530	23.9	8,070	9.4	18		
	2	8.00-11.08PM	→GRID 11.00														
ABC ABC NEWSBRIEF-MON		8.05- 8.06PM	8.00	5,930	6.9	5,930	6.9	13	6.9		5,070	5.9	5,070	5.9	12	9.7	5.9
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45														
NBC NBC MONDAY NIGHT MOVIES	2	9.00-11.30PM	→GRID								21,730	25.3	11,510	13.4	24		
			11.00 11.15														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	10,740	12.5	10,740	12.5	21	12.5		8,850	10.3	8,850	10.3	18	10.3	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	1	8.52- 8.54PM	8.45	5,330	6.2	5,240	6.1	11	6.1		7,300	8.5	7,300	8.5	16	8.5	
	2	8.58- 8.59PM	8.45														
ABC ABC NEWSBRIEF-WED	1	9.48- 9.50PM	9.45	6,700	7.8	6,530	7.6	13	7.6		7,300	8.5	6,700	7.8	14	7.8	
	2	9.57- 9.59PM	9.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.53- 8.54PM	8.45														
	1	9.00- 9.01PM	9.00														

EVENING THURSDAY

ABC ABC NEWSBRIEF-THU

9.58- 9.59PM 9.45

4,980 5.8

4,980 5.8 10

5.8

6,360 7.4

6,360 7.4 13

7.4

EVENING FRIDAY

ABC ABC BUSINESS BRIEF-FRI

8.42- 8.43PM 8.30

6,870 8.0

6,870 8.0 17

8.0

8,330 9.7

8,330 9.7 20

9.7

ABC ABC NEWSBRIEF-FRI

9.58- 9.59PM 9.45

4,210 4.9

4,210 4.9 10

4.9

4,300 5.0

4,300 5.0 10

5.0

CBS AMERICAN PORTRAIT SUS(SUS)

1 8.53- 8.54PM 8.45

2 8.58- 8.59PM 8.45

EVENING SATURDAY

ABC ABC SPORTS UPDATE-SAT

8.58- 8.59PM 8.45

5,500 6.4

5,500 6.4 14

6.4

4,470 5.2

4,470 5.2 11

5.2

ABC ABC NEWSBRIEF-SAT.

1 9.52- 9.54PM 9.45

2 9.56- 9.58PM 9.45

6,870 8.0

6,700 7.8

7.8

5,330 6.2

5,150 6.0

6.0

CBS SPORTSBREAK-SAT

8.28- 8.29PM 8.15

4,550 5.3

4,550 5.3 12

5.3

4,640 5.4

4,640 5.4 13

5.4

CBS NEWSBREAK-SAT.

9.54- 9.55PM 9.45

2,490 2.9

2,490 2.9 6

2.9

6,180 7.2

6,180 7.2 15

7.2

NBC NBC NEWS DIGEST-SAT

8.58- 8.59PM 8.45

7,900 9.2

7,900 9.2 20

9.2

8,420 9.8

8,420 9.8 21

9.8

NBC NBC NEWS DIGEST-2-SAT.

1 9.58- 9.59PM 9.45

10,570 12.3

10,570 12.3 25

12.3

EVENING SUNDAY

ABC ABC SPORTS UPDATE-SUN

1 8.23- 8.25PM 8.15

2 8.58- 8.59PM 8.45

5,840 6.8

5,670 6.6

6.6

10,390 12.1

10,390 12.1 22

12.1

ABC ABC NEWSBRIEF-SUN.

2 9.50- 9.51PM 9.45

1 10.01-10.02PM 10.00

9,360 10.9

9,360 10.9 19

10.9

9,020 10.5

9,020 10.5 18

10.5

CBS SPORTSBREAK-SUN

8.58- 8.59PM 8.45

11,080 12.9

11,080 12.9 24

12.9

12,970 15.1

12,970 15.1 28

15.1

CBS NEWSBREAK-SUN.

1 9.53- 9.54PM 9.45

8,330 9.7

8,330 9.7 17

9.7

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SUNDAY-CONT'D																	
CBS NEWSBREAK-SUN.-CONT'D	2	9.58- 9.59PM	9.45								13,490	15.7	13,490	15.7	27	15.7	
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45								5,500	6.4	5,500	6.4	12	6.4	
	1	9.05- 9.06PM	9.00														
NBC NBC NEWS DIGEST-2-SUN.	2	9.47- 9.48PM	9.45	6,790	7.9	6,790	7.9	15	7.9		8,160	9.5	8,160	9.5	16	9.5	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	5,670	6.6	4,300	5.0	14	5.8 4.2 3.7	M-F M-F M & W	4,900	5.7	3,870	4.5	14	5.0 4.1 3.4	M-TH M-TH M-TH
ABC PGA CHAMPIONSHIP-FRI(S)	2	11.30-12.00MD	11.30 11.45								4,810	5.6	3,610	4.2	12	4.7 3.7	FRI. FRI.
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.30AM	12.00 12.15								2,920	3.4	2,410	2.8	10	3.1 2.4	FRI. FRI.
ABC LIFESTYLES-RICH & FAM-12M		>	12.00 12.15 12.30	1,460	1.7	1,120	1.3	4	1.4 1.1 1.1	M-F M-F M & W	1,370	1.6	1,200	1.4	6	1.4 1.3 1.4	M-TH M-TH MTUTH
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	9,190	10.7	9,190	10.7	19	10.7	MTUTH	6,440	7.5	6,440	7.5	14	7.5	TU&TH
CBS NEWSBREAK-M-F		>	9.45 10.00	6,960	8.1	6,790	7.9	14	8.0	M-F	5,760	6.7	5,760	6.7	12	6.9 6.5	M-F TH

		10.15												6.3	W	
CBS CBS LATE NIGHT I	>	11.30	6,960	8.1	4,810	5.6	19	6.0	M-F	6,440	7.5	4,120	4.8	18	5.1	M-F
		11.45				5.8*	18*	5.7	M-F				5.0*	16*	4.8	M-F
		12.00						5.5	M-F						4.7	M-F
		12.15				5.4*	20*	5.3	M-F				4.6*	19*	4.5	M-F
		12.30				5.4*	26*	5.2	M-F				4.5*	23*	4.6	M-F
CBS CBS LATE NIGHT II	>	12.30	4,120	4.8	2,920	3.4	19	4.0	M-F	3,690	4.3	2,750	3.2	19	3.6	M-F
		12.45				3.6*	18*	3.4	M-F				3.4*	19*	3.2	M-F
		1.00						3.3	M-F						3.0	M-F
		1.15						3.0	M-F				3.0*	20*	2.9	M-F
	VARIOUS TIMES (SUS)															
CBS CBS NEWS NIGHTWATCH-1	2.00- 2.30AM	2.00	860	1.0	770	.9	10	1.0	M-THSU	1,030	1.2	940	1.1	12	1.2	M-THSU
		2.15						.9	M-THSU						1.0	M-THSU
CBS CBS NEWS NIGHTWATCH-2	2.30- 3.00AM	2.30	1,030	1.2	940	1.1	15		M-THSU	1,290	1.5	1,120	1.3	18		M-THSU
		2.45						1.2	M-THSU						1.4	M-THSU
								1.0	M-THSU						1.3	M-THSU
CBS CBS NEWS NIGHTWATCH-3	3.00- 6.00AM	3.00	1,550	1.8	770	.9	18	1.1	M-THSU	1,800	2.1	1,030	1.2	24	1.5	M-THSU
		3.15				1.1*	18*	1.0	M-THSU				1.5*	25*	1.4	M-THSU
		3.30						1.0	M-THSU						1.4	M-THSU
		3.45				1.0*	19*	.9	M-THSU				1.3*	24*	1.3	M-THSU
		4.00						.9	M-THSU						1.3	M-THSU
		4.15				.9*	19*	.9	M-THSU				1.2*	24*	1.2	M-THSU
		4.30						.9	M-THSU						1.1	M-THSU
		4.45				.9*	21*	.9	M-THSU				1.1*	24*	1.1	M-THSU
		5.00						.9	M-THSU						1.1	M-THSU
		5.15				.9*	20*	.8	M-THSU				1.1*	24*	1.0	M-THSU
		5.30						.9	M-THSU						1.0	M-THSU
CONT'D																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2								
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %		
NETWORK/PROGRAM	#	(N.Y.T.)	HOUR																	
EVENING MONDAY-FRIDAY-CONT'D			5.45					.8*	17*	.8	M-THSU				.9*	20*	.9	M-THSU		
CBS CBS NEWS NIGHTWATCH-3-CONT'D			8.15														9.1	M-F		
NBC NBC NEWS DIGEST-M-F		>	8.45	8,330	9.7	8,330	9.7	18		8.5	M-F	8,760	10.2	8,760	10.2	20		9.1	M-F	
										10.0	TU-F						10.4	TU-F		
NBC NBC NEWS DIGEST-2-M-F		>	9.45	7,900	9.2	7,900	9.2	16		9.8	M & W	9,020	10.5	9,020	10.5	19		11.0	MWF	
			10.00							8.5	MON.						9.5	MON.		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,480	12.2	6,530	7.6	24		8.4	M-F	9,360	10.9	5,580	6.5	22		8.0	M-F	
			11.45				8.1*	23*		7.8	M-F				7.5*	22*		7.0	TU-F	
			12.00							7.5	M-F							6.6	M-F	
			12.15					7.2*	25*	6.7	M-F					6.1*	23*		5.6	M-F
			12.30														5.6	MON.		
			12.45												4.9*	24*	4.2	MON.		
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,900	5.7	4,040	4.7	21		5.0	M-TH	4,120	4.8	3,350	3.9	20		4.2	M-TH	
			12.45							4.5	M-TH							3.8	TU-TH	
			1.00															3.3	MON.	
			1.15															3.6	MON.	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,410	6.3	2,750	3.2	16		4.4	FRI.	5,500	6.4	2,750	3.2	17		4.4	FRI.	
			12.45				4.1*	16*		3.8	FRI.				3.9*	18*		3.5	FRI.	
			1.00							3.3	FRI.							3.3	FRI.	
			1.15					3.1*	16*	2.9	FRI.					3.2*	18*		3.0	FRI.
			1.30							2.6	FRI.						2.7	FRI.		

NBC DAVID LETTERMAN II		1.00- 1.30AM	1.45	3,780	4.4	3,180	2.4*	15*	2.2	FRI.	3,180	3.7	2,410	2.5*	17*	2.4	FRI.
			1.00						3.9	M-TH						3.3	M-TH
			1.15						3.3	M-TH						2.5	TU-TH
			1.30													2.9	MON.
			1.45													2.3	MON.
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,370	1.6	1,290	1.5	19	1.5	M-F	1,370	1.6	1,290	1.5	20	1.5	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,980	2.3	1,890	2.2	20	2.2	M-F	1,800	2.1	1,720	2.0	19	2.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	7,040	8.2	7,040	8.2	26	8.2	M-F	6,790	7.9	6,790	7.9	26	7.9	M-F
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,200	1.4	860	1.0	13	1.0	M-F	1,370	1.6	1,030	1.2	16	1.1	M-F
			6.45						1.2	M-F						1.3	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,610	7.7	6,270	7.3	25	7.3	M-F	6,270	7.3	5,930	6.9	25	6.9	M-F
CBS NEWSBREAK-3.44		>	3.30	5,500	6.4	5,500	6.4	20	6.4	M-F	5,330	6.2	5,330	6.2	19	6.1	M-F
			3.45						6.3	M-F						6.7	M-F
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,900	5.7	4,900	5.7	18	5.7	MWF	4,810	5.6	4,810	5.6	17	5.6	MWF
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.							THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,980	2.3	1,370	1.6	16	1.3	M-F	2,060	2.4	1,550	1.8	19	1.6	M-F
			6.45						1.9	M-F						2.1	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,210	4.9	4,210	4.9	16	4.9	MWF	4,040	4.7	4,040	4.7	15	4.7	MWF
DAY SATURDAY																	
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	1,890	2.2	1,290	1.5	11	1.5		1,890	2.2	1,800	2.1	16	2.1	
ABC ABC FUN FIT-11:55AM		11.55-11.59AM	11.45	3,870	4.5	2,920	3.4	12	3.4		3,780	4.4	2,750	3.2	12	3.2	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	4,040	4.7	3,350	3.9	14	3.9		4,120	4.8	3,690	4.3	16	4.3	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,090	3.6	2,920	3.4	12	3.4		3,780	4.4	3,440	4.0	15	4.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,870	4.5	3,520	4.1	15	4.1		3,950	4.6	3,520	4.1	15	4.1	
NBC ONE TO GROW ON-8.28AM		8.28- 8.30AM	8.15	2,750	3.2	2,580	3.0	23	3.0		1,890	2.2	1,890	2.2	17	2.2	
NBC ONE TO GROW ON-8.58AM		8.58- 9.00AM	8.45	3,180	3.7	3,090	3.6	21	3.6		3,010	3.5	2,830	3.3	20	3.3	
NBC ONE TO GROW ON-10.28AM		10.28-10.30AM	10.15	5,840	6.8	5,670	6.6	26	6.6		5,330	6.2	5,070	5.9	24	5.9	
NBC ONE TO GROW ON-11.28AM		11.28-11.30AM	11.15	4,900	5.7	4,720	5.5	20	5.5		4,380	5.1	4,380	5.1	19	5.1	
NBC ONE TO GROW ON-11.58AM		11.58-12.00NN	11.45	3,950	4.6	3,690	4.3	15	4.3		3,690	4.3	3,520	4.1	16	4.1	
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.18PM	-GRID 2.15								4,720	5.5	4,040	4.7	17		5.0
	1	3.00- 3.12PM	-GRID	3,350	3.9	3,440	4.0	13									
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)		6.00- 6.30AM	6.00														
CBS CBS SPORTS SUNDAY	2	3.00- 6.13PM	-GRID 6.00								19,410	22.6	8,250	9.6 10.3*	27 27*	10.3	

CBS WESTERN OPEN GOLF-SUN(S)	1	4.00- 6.48PM	-GRID 6.45	10,650	12.4	4,640	5.4 7.1*	14 17*	6.1								
NBC NFL PRE-SEASON FTBL-NBC(S)	1	1.00- 4.25PM	-GRID 4.15	21,300	24.8	10,650	12.4 13.5*	36 36*	13.0								